

Abstract of the Disclosure

User is caused to select, from among a plurality of pieces of data reproducing equipment, particular data reproducing equipment to be used, and the selected particular data reproducing equipment is registered in association with the user. A plurality of items of content is searched for particular content reproducible with the data reproducing equipment registered in association with the user. Content displaying information indicative of the searched-out content is supplied to the user. Thus, with reference to the supplied content displaying information, the user can determine whether or not to acquire (purchase or test-use) necessary content.